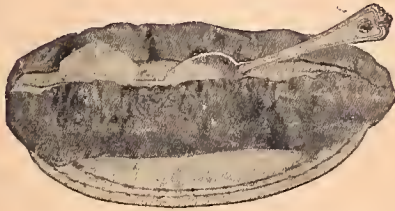




Route of the Great Big Baked



Appeal of The President of the United States

Under date of April 15, 1917

Northern Pacific Railway Co.

April 16, 1917

Appeal of President Wilson

"The entrance of our beloved country into the grim and terrible war for democracy and human rights which has shaken the world creates so many problems of national life and action which call for immediate consideration and settlement that I hope you will permit me to address to you a few words of earnest counsel and appeal with regard to them.

"To do this great thing worthily and successfully we must devote ourselves to the service without regard to profit or material advantage, and with an energy and intelligence that will rise to the level of the enterprise itself. We must realize to the full how great the task is and how many things, how many kinds and elements of capacity and service and self-sacrifice it involves.

"The simplest part of the stupendous undertaking is to place the Navy on an effective war footing and to create and equip a great army. Those men and women engaged in industry, agriculture and commerce will be serving the country and conducting the fight for peace and freedom just as truly and just as effectively as the men on the battle-fields or in the trenches.

"These, then, are the things we must do, and do well, besides fighting—the things without which mere fighting would be fruitless.

"We must supply abundant food, not only for ourselves and for our armies and our seamen but also for a large part of the nations with whom we have now made common cause, in whose support and by whose sides we shall be fighting; to help clothe and equip the armies with which we are co-operating in Europe, and to keep the looms and manufactories in raw materials; coal to keep the fires going in the ships at sea and in the furnaces of hundreds of factories across the sea; steel out of which to make arms and ammunition, both here and there; rails for railways, locomotives and rolling stock; mules, horses and cattle for labor and military service—all must increase output. The supreme need of our own nation and of all the nations with which we are co-operating is an abundance of supplies, and especially of foodstuffs. The importance of an adequate food supply, especially for the present year, is superlative. Without an abundance of food, alike for the armies and the peoples now at war, the whole great enterprise upon which we have embarked will break down and fail.

"Let me suggest that every one who creates or cultivates a garden helps, and that every housewife who practices strict economy puts herself in the ranks of those who serve the nation. This is the time for America to correct her unpardonable fault of wastefulness and extravagance.

"In the hope that this statement of the needs of the nation and of the world in this hour of supreme crisis may stimulate those to whom it comes and remind all who need reminder of the solemn duties of a time such as the world has never seen before, I beg all to give as prominent publication and as wide circulation to this appeal as possible.

"I venture to suggest, also, to all advertising agencies that they would perhaps give a very substantial and timely service to the country if they would give it widespread repetition.

"The supreme test of the nation has come. We must all speak, act and serve together."

The Northern Pacific Railway hastens to co-operate with President Wilson.

The war has brought about a general movement for economy in the use of all food supplies. All individuals should, therefore, be impressed with the necessity for conserving our nation's food supplies by restricting their home consumption of food.

It is not generally understood, but will in the course of a little while be apparent to every patriotic American citizen that the conservation of all our resources will be necessary in order that we may do our part to insure the successful outcome of the great world conflict in which we are now engaged.

Appreciating the fact that the popular service of the Great Big Baked Potato by the Northern Pacific Railway is a means of considerable waste, in some instances, that well-known service will be discontinued in the interests of the public, and be substituted by the service of more seasonable portions in any other manner of preparation desired than in the Great Big Baked Potato. It is only through the influence of war conditions that this is being done.

In deciding upon this action we feel that we shall have the full co-operation of all of our friends and patrons and that we shall continue to have their hearty co-operation and support.

Hesperites

Superintendent, Dining Car Dept.

